



ORDER

Flight Dates **10/16/12-10/22/12**

Contract / Revision **299978 /**

Original Date / Revision
06/07/12 09/25/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:05:00

Estimate # **1194**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	85	\$56,121.25	\$66,025.00	0.00	10/01/12	10/22/12	85	\$56,121.25	\$66,025.00
Totals	85	\$56,121.25	\$66,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	KNXV	10/16/12	10/19/12	M-F 5-6am M-F 5-6am	CM	5am-6am	- TWTF - -	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			3		\$125.00		0.00				
E 2	KNXV	10/16/12	10/19/12	M-F 6-7am M-F 6-7am	CM	6am-7am	- TWTF - -	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	- TWTF - -			3		\$400.00		0.00				
E 3	KNXV	10/16/12	10/22/12		CM	7am-9am	MTWTF - -	:30	2	\$400.00	P-2	0.00	NM	5	\$2,000.00



KNXV

Print Date: 09/25/12

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Contract / Revision **299978** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 06/07/12/ 09/25/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1194**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-9am											
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF--	4		\$400.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$400.00		0.00						
E 4	KNXV	10/16/12	10/22/12	M-F 430-5am M-F 430am News	CM	430-5am	MTWTF--	:30	4	\$50.00	P-3	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF--	4		\$50.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$50.00		0.00						
E 5	KNXV	10/21/12	10/21/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	2		\$200.00		0.00						
E 6	KNXV	10/16/12	10/22/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	4	\$400.00	P-6	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF--	5		\$400.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$400.00		0.00						
E 7	KNXV	10/16/12	10/22/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	MTWTF--	:30	4	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF--	4		\$200.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$200.00		0.00						
E 8	KNXV	10/16/12	10/22/12	M-F 430pm-5pm The List	CM	430pm-5pm	MTWTF--	:30	4	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF--	4		\$400.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$400.00		0.00						
E 9	KNXV	10/16/12	10/22/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF--	4		\$500.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$500.00		0.00						
E 10	KNXV	10/16/12	10/22/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF--	4		\$600.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00						
E 11	KNXV	10/16/12	10/22/12	ABC World News M-F ABC World News M-F	CM	5:30pm-6:30pm	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF--	4		\$1,000.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$1,000.00		0.00						
E 12	KNXV	10/16/12	10/22/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	5	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- TWTF--	4		\$700.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
6		KNXV	10/15/12-10/21/12	M-F 6pm-630pm	6pm-630pm		- TWThF----	:30	(\$700.00)	0.00	NM				
See MG 26.6,26.7															
[na due to program change preempt rv 9/6]															
Week:		10/22/12	10/28/12	M-----	1		\$700.00		0.00						



KNXV

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Contract / Revision **299978** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 06/07/12/ 09/25/12

Order Sep 00:05:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1194**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 12	KNXV	10/16/12	10/22/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$700.00	P-3	0.00 NM	5	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	M-----	1		\$700.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
10	KNXV	10/22/12-10/28/12		M-F 6pm-630pm		6pm-630pm	M-----	:30		(\$700.00)		0.00 NM		
See MG 12.11, 12.12														
[na due to program change preempt rv 9/7]														
11	KNXV	10/22/12-10/22/12		Prime News		8p-9p	M-----	:30		\$750.00		0.00 NM		
Ⓜ MG for 26.5, 12.10														
12	KNXV	10/22/12-10/22/12		Prime News		8p-9p	M-----	:30		\$750.00		0.00 NM		
Ⓜ MG for 26.5, 12.10														
E 13	KNXV	10/20/12	10/20/12	Sa 4pm/5pm News Sa 4pm/5pm News	CM	4-430p/5-530p	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S-	1		\$500.00		0.00					
E 14	KNXV	10/21/12	10/21/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	1		\$500.00		0.00					
E 15	KNXV	10/21/12	10/21/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:30	2	\$3,000.00	P-3	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	2		\$3,000.00		0.00					
E 17	KNXV	10/21/12	10/21/12	Sunday Prime D Scandal	CM	9pm-10pm	-----S	:30	2	\$4,000.00	P-3	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	2		\$4,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KNXV	10/15/12-10/21/12		Sunday Prime D		9pm-10pm	-----Su	:30		(\$4,000.00)		0.00 NM		
See MG 17.4														
[Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]														
3	KNXV	10/15/12-10/21/12		Sunday Prime D		9pm-10pm	-----Su	:30		(\$4,000.00)		0.00 NM		
See MG 17.5														
[Scandal airs on Thursdays from 9-10pm. jtaylor 7/27/12]														
4	KNXV	10/15/12-10/21/12		Sunday Prime D		9pm-10pm	-----Su	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 17.2 10/21														
5	KNXV	10/15/12-10/21/12		Sunday Prime D		9pm-10pm	-----Su	:30		\$4,000.00		0.00 NM		
Ⓜ MG for 17.3 10/21														
E 18	KNXV	10/21/12	10/21/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-----S	1		\$350.00		0.00					
E 19	KNXV	10/16/12	10/22/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-TWTF--	4		\$1,000.00		0.00					
Week:		10/22/12	10/28/12	M-----	1		\$1,000.00		0.00					
E 20	KNXV	10/16/12	10/22/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/15/12	10/21/12	-TWTF--	4		\$450.00		0.00					



Hiatus Dates

Order Sep 00:05:00

Product **Democratic Congressional** (Estimate # **1194**)

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	KNXV	10/16/12	10/22/12	Nightline Nightline	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1				\$450.00		0.00			
E 21	KNXV	10/21/12	10/21/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$1,000.00		0.00			
E 22	KNXV	10/16/12	10/19/12	Jimmy Kimmel Live Kimmel	CM	1102pm-1206am	-TWTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--		3				\$250.00		0.00			
N 23	KNXV	10/20/12	10/20/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1				\$200.00		0.00			
N 24	KNXV	10/16/12	10/19/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	-TWTF--	:30	1	\$350.00	P-6	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--		1				\$350.00		0.00			
N 25	KNXV	10/21/12	10/21/12	ABC World News Sunday ABC World News Sunday	CM	458p-5pm	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1				\$1,000.00		0.00			
N 26	KNXV	10/16/12	10/22/12	M-F 630pm-7pm Lets Ask America	CM	630pm-7pm	MTWTF--	:30	4	\$800.00	P-3	0.00	NM	5	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-TWTF--		4				\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KNXV	10/15/12-10/21/12		M-F 630pm-7pm		630pm-7pm	-TWThF----	:30		(\$800.00)		0.00	NM		
See MG 26.6,26.7															
[na due to program change preempt rv 9/6]															
6	KNXV	10/16/12-10/16/12		Prime News		8p-9p	-T-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 12.6,26.2															
7	KNXV	10/16/12-10/16/12		Prime News		8p-9p	-T-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 12.6,26.2															
Week:		10/22/12	10/28/12	M-----		1				\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	KNXV	10/22/12-10/28/12		M-F 630pm-7pm		630pm-7pm	M-----	:30		(\$800.00)		0.00	NM		
See MG 12.11,12.12															
[na due to program change preempt rv 9/7]															
N 27	KNXV	10/16/12	10/16/12	Tuesday Prime A Dancing w/ Stars	CM	7pm-8pm	-T-----	:30	1	\$8,500.00	FX	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----		1				\$8,500.00		0.00	</		



KNXV

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**KNXV-TV
PHOENIX**Contract / Revision **299978** Flight Dates **10/16/12-10/22/12**Hiatus DatesOriginal Date / Revision 06/07/12/ 09/25/12Order Sep 00:05:00Advertiser **DCCC**Product **Democratic Congressional** Estimate # **1194**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N28	KNXV	10/18/12	10/18/12	Thursday Prime C Private Practice	CM	9pm-10pm	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$4,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KNXV	10/15/12-10/21/12		Thursday Prime C	9pm-10pm		---Th----	:30	(\$4,000.00)	0.00	NM				
See MG 28.2															
[Private Practice airs on Tuesdays. Thursday 9-10pm is Scandal. jtaylor 7/27/12]															
2	KNXV	10/15/12-10/21/12		Thursday Prime C	9pm-10pm		---Th----	:30	\$4,000.00	0.00	NM				
Ⓜ MG for 28.1 10/18															
														Totals	85 \$66,025.00

*Tax 1 Note: Tax 0.5%.